

## ORDER



KLAS

Orders	Order / Rev:	35843	Primary AE:	Mike Jones
	Alt Order #:	08801773	Sales Office:	K-WAS
	Product Desc:	OCEQUERA/CON/DEM	Sales Region:	National
	Estimate:	1188		
	Flight Dates:	10/23/12 - 10/29/12		
	Original Date / Rev:	05/15/12 / 10/31/12		
	Order Type:	GENERAL		

Agency	Name:	GMMB	Billing Type:	Cash
	Buying Contact:	Maura Gilroy	Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		1010 Wisconsin Ave NW	Agency Commission:	15%
		Washington, DC 20007		

Advertiser	Name:	Oceguera, John CD3	New Business Thru:	
	Demographic:	A25-54	Order Separation:	00:15:00
	Product Codes:	PO1	Advertiser External ID:	
	Priority:	LV2	Agency External ID:	
	Revenue Codes:	AGY, POL, CAND		

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/28/12	25	\$26,715.00	\$22,707.75	October 2012	25	\$26,715.00	\$22,707.75	0.00
10/29/12	10/29/12	8	\$10,690.00	\$9,086.50	November 2012	8	\$10,690.00	\$9,086.50	0.00
					Totals	33	\$37,405.00	\$31,794.25	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$37,405.00
Market	100%	\$124,683.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$31,170.83
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$6,234.17
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	8	10/29/12	10/29/12	8 News Now 6a M-F	CM	6-7a	M-----	:30	1	\$275.00	LV2	0.00	NM	1	\$275.00
<b>8 NEWS NOW AT 6A</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	M-----		1				\$275.00		0.00			
E 3	8	10/29/12	10/29/12		CM	7-9a	M-----	:30	1	\$200.00	LV2	0.00	NM	1	\$200.00

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**Estimate:** 1188

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N35	8	10/27/12	10/27/12	Sat Prime Special KLAS Movie: Bobby Z	CM	8-10p	-----S-	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----S-		1				\$2,000.00		0.00				
N36	8	10/24/12	10/24/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	--W----	:30	1	\$50.00	LV2	0.00	NM	1	\$50.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	--W----		1				\$50.00		0.00				
N37	8	10/29/12	10/29/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	M-----	:30	2	\$20.00	LV4	0.00	NM	2	\$40.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	M-----		2				\$20.00		0.00				
N38	8	10/28/12	10/28/12	NFL Pre-Game Show NFL Pre-Game Show	CM	NFL Pre-Game Sh-----S		:30	1	\$1,800.00	LV3	0.00	NM	1	\$1,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----S		1				\$1,800.00		0.00				
	Spot	Ch	Date Range	Description		Start/End Time				<u>Weekdays</u>	Length	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	8	10/22/12-10/28/12	NFL Reg Season Games		NFL Football Reg				---ThFSaSu	:30	\$1,800.00	0.00	NM		
N39	8	10/27/12	10/28/12	Sat 1135p-1235a Priv Pr@M Private Practice		1135p-1235a	-----S-	:30	1	\$95.00	LV2	0.00	NM	1	\$95.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----S-		1				\$95.00		0.00				
N40	8	10/27/12	10/28/12	Sat 135-235a Cold Squad@M Cold Squad		135-235am	-----S-	:30	1	\$30.00	LV3	0.00	NM	1	\$30.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----S-		1				\$30.00		0.00				
Totals													33	\$37,405.00		